

# Announcement of the



## United States Tire Company

CONTINENTAL G & J HARTFORD M & W

A manufacturing and selling organization  
whose purposes and methods will inaugurate many distinct  
advantages for purchasers of rubber tires

Next Wednesday, March 1st, will mark the establishment of a new era in the automobile tire industry. On that date the United States Tire Company assumes the making and selling of four of America's best known tires—Continental, G & J, Hartford and Morgan & Wright.

THE coalition of these interests is of utmost importance to the tire-purchasing public—present and future, because it is a bringing together of old established interests for the betterment of manufacturing and selling conditions and tire service. It means a new and better tire quality than the world has known before—new and better distributing methods—new and better selling methods, and by all this betterment, the motorist will profit most.

Bringing under one management the manufacturing and selling of four great makes of tires permits an economy that will result in both a better grade of tires and a higher grade of actual service than has ever before been possible with a tire manufacturer. And beyond economy, this making and selling of America's four great tires puts back of the manufacturer of each of these four tires an aggregate of

### Seventy years of tire making skill and experience

YOU, a buyer and user of tires will appreciate what it means to you to have for your motor tires the product of the master minds who have built the reputation and character of Continental tires, Hartford tires, G & J tires and Morgan & Wright tires.

Picture, if you can, the bringing together of the skill and experience which have devised the processes of manufacture by which these four tires have achieved their front-rank recognition. Isn't it the most reasonable assumption that to bring all this skill and all this experience into one working group brings you better tires? Indeed, it is not an assumption, but a fact, and you can prove it to your decided pleasure and economy.

In each of the four brands of tires manufactured by the United States Tire Company will be embodied the best features, the superior qualities, of all four brands—thus providing in all United States tires—no matter what name you choose—a mileage quality equalled by no other tires in the world.

**Automobile tires attain permanent popularity,  
not by price, nor by advertising, but by  
actual mileage service**

DOESN'T it mean something to you, as an automobilist, that one of the companies whose products will now be sold by our new organization has had a demand from car owners which increased its output more than 200% in two years, and that another of our com-

**United States Tires  
are most emphatically  
America's  
predominant tires**

selling at the same price asked for other brands

panies has had to take care of a 500% increase in demand in less than four years.

Such increases have come, not from clever salesmanship, but from proven mileage quality—the only factor that enters into consideration in the buying of tires.

And because of this better service worth, the required output of the United States tires is certain in the near future to compare very favorably with the combined output of all other American-made tires.

**Four-fifths of all the best dealers in America  
sell United States Tires**

because these tires have made good year after year, and the responsible dealer prefers to sell tires of increasing as well as established merit. His trade comes to him because he is responsible and he can't be responsible if his goods do not represent the very best value. The dealer's profits come—as he well knows—from the sale of tires that are profitable to the user.

### The automobile manufacturer's opinion

EVERY feature of the equipment of his car is a talking point or a stumbling block for the automobile manufacturer. Hence more automobile manufacturers are equipping their cars with United States tires than with any other make. The reason is obvious. United States tires help sell the cars. They help sell cars because automobilists know their worth.

The automobile manufacturer's choice of United States tires has not come about through hearsay or "happenstance." It is the result of proven superiority. And the manufacturer's judgment in this matter is of immense value to the car owner.

### Every type of tire and tread

THE consolidation of the four great tire interests comprising the United States Tire Company accomplishes, for the first time in the history of the industry, the production under one name and one guarantee, of tires for every purpose and to meet every personal preference. There is practically no type of tire or tread which the United States Tire Company does not supply.

This applies not only to automobile tires, but just as truly to truck, carriage, bicycle and motorcycle tires.

### Distribution and accessibility

THE scope of the United States Tire Company is just as broad in its dealer distribution as in the character of its products. The coming together of these associated interests puts United States tires within easy reach of every motorist.

Wherever tires are sold, in that city or town you will find one or more United States Tire Company dealers, ready to supply your requirements. Strengthening this unequalled dealer distribution is the accessibility of our distributing stations, and, back of that, the geographically advantageous location of our factories. All this is a definite guarantee of both quick and satisfactory service to manufacturer, dealer and user alike.

Above all things else, the organization of the United States Tire Company means to every owner of an automobile a quality of tires made possible only by associated manufacturing processes, experience and skill, and by putting back into the production of its products the saving effected by replacing four selling organizations with one.

## United States Tire Company, New York

New York  
Distributing Point  
1787 Broadway

Branches  
Agencies or  
Dealers  
Everywhere

